

**WHAT IS CLAIMED IS:**

1. A content management system comprising:  
a database including a plurality of records, at least one record of the plurality of records including a plurality of fields storing a plurality of grammatical syntax elements associated with a content subject, each of the plurality of grammatical syntax elements having a rhetorical structure to facilitate selective assembly into at least one sentence; and  
a server responsive to the database, the server configured to selectively retrieve at least one grammatical syntax element of the plurality of grammatical syntax elements and to provide a data file including at least one grammatical syntax element.
2. The content management system of claim 1, further comprising a content application; the content application configured to receive the data file including at least one grammatical syntax element and configured to provide content including at least one sentence derived from at least one grammatical syntax element.
3. The content management system of claim 2, wherein the content is included in a web page and the rhetorical structure is to fulfill a particular rhetorical/communication purpose.
4. The content management system of claim 2, wherein the content is included in a proposal.
5. The content management system of claim 2; wherein the content is included in an electronic brochure.
6. The content management system of claim 2, wherein the content includes a plurality of sentences derived from the at least one grammatical syntax element.

7. The content management system of claim 1, wherein the grammatical syntax element is a product class.

8. The content management system of claim 1, wherein the grammatical syntax element is a product description including a verb having a specified verb tense.

9. The content management system of claim 1, wherein the grammatical syntax element is a phrase associated with a specified verb and article.

10. The content management system of claim 1, wherein the at least one record of the plurality of records comprises a field stores a sentence.

11. The content management system of claim 10, wherein the at least one sentence includes a comparison statement relating to a product associated with the content subject.

12. A method of content management comprising:  
receiving a user input entered in a plurality of grammatical structured text entry elements associated with a content subject, each of the plurality of grammatical structured text entry elements having a rhetorical structure to facilitate selective assembly into at least one sentence;  
storing the plurality of grammatical structured text entry elements in a data record associated with the content subject;  
converting at least a portion of the data record into a structured format file supporting rhetorical elements, the structured format file including at least one grammatical structured text entry element of the plurality of grammatical structured text entry elements; and  
rendering an electronically displayable document using the structured format file, the electronically displayable document including the at least one grammatical structured text entry element integrated into at least one sentence.

13. The method of claim 12, wherein the structure format file includes XML coding.
14. The method of claim 12, wherein the structured format file includes data record set coding.
15. The method of claim 12, wherein the electronically displayable document is a web page.
16. The method of claim 12, wherein the electronically displayable document is a proposal.
17. The method of claim 12, wherein the electronically displayable document is an electronic brochure.
18. The method of claim 12, wherein the grammatical structured text entry element is a product description including a verb having a specified verb tense.
19. The method of claim 12, wherein the grammatical structured text entry element is a phrase associated with a specified verb and article.
20. A content management input tool comprising:
  - an entry page associated with a content subject, the entry page including:
  - a text entry form element for receiving input text having a length, the input text constrained in accordance with a grammatical syntax format associated with a rhetorical element; and
  - a selection element configured to initiate manipulation of a data record associated with the content subject upon activation of the selection element, the data record stored in a database.
21. The content management input tool of claim 20, further comprising a plurality of text entry form elements.

22. The content management input tool of claim 20, wherein the database includes a plurality of data records.

23. The content management input tool of claim 20, wherein entry pages associated with a plurality of content records are accessible by a plurality of users.

24. The content management input tool of claim 20, wherein the entry page is a web page.

25. The content management input tool of claim 20, wherein the data record includes a plurality of fields associated with a plurality of rhetorical sentence structures.

26. A content delivery application comprising:  
a gateway program configured to receive requests associated with a content subject, the requests being received via a distributed network;  
a rhetorical data file including a tag separated data structure, the tag separated data structure identifying a set of grammatical phrase structures; and  
a parser responsive to the rhetorical data file, the parser configured to selectively construct content relating to the content subject using at least one grammatical phrase structure of the set of grammatical phrase structures, the parser configured to provide the content to the gateway program.

27. The content delivery application of claim 26, wherein the gateway program delivers the content via the distributed network.

28. The content delivery application of claim 26, wherein the rhetorical data file comprises XML coding.

29. The content delivery application of claim 26, wherein the content is constructed in accordance with an XSL file.

30. The content delivery application of claim 26, wherein the at least one grammatical phrase structure is selected from a group consisting of a product name, a product class, a description phrase, a differentiator phrase, and comparable product name.

31. An automated method of generating a proposal, the method comprising:  
retrieving a first rhetorical element of a plurality of rhetorical elements available for retrieval from computer storage;  
retrieving a second rhetorical element from the plurality of rhetorical elements;  
constructing a sentence, paragraph, or section by combining the first rhetorical element and the second rhetorical element; and  
automatically generating the proposal including the sentence.

32. The method of claim 31, wherein at least one of the plurality of rhetorical elements is associated with a product description.

33. The method of claim 31, wherein the first rhetorical element is associated with a classical definition.

34. The method of claim 33, wherein the classical definition includes a product name, a product class, and a product differentiator.

35. The method of claim 34, wherein the second rhetorical element identifies product functionality.

36. The method of claim 31, further comprising retrieving a third rhetorical element from the plurality of rhetorical elements, the third rhetorical element including a product feature.

37. The method of claim 31, wherein the first rhetorical element is displayed using a first degree of technical content.

38. The method of claim 37, wherein the first rhetorical element is displayed using a second degree of technical content, the second degree being greater in technical specificity than the first degree of technical content.

39. The method of generating an electronically distributable document, the method comprising:

retrieving a first rhetorical element of a plurality of rhetorical elements available for retrieval from computer storage;  
retrieving a second rhetorical element from the plurality of rhetorical elements  
constructing a sentence by combining the first rhetorical element and the second rhetorical element; and  
generating the electronically distributable document including the sentence.

40. The method of claim 39, wherein at least one of the first rhetorical element and the second rhetorical elements provides a description of a product benefit.

41. The method of claim 39, wherein at least one of the first rhetorical element and the second rhetorical element provides a product comparative description.

42. The method of claim 39, wherein the plurality of rhetorical elements are embedded in a rhetorical content model and wherein the rhetorical content model includes segmentation tag elements.

43. The method of claim 42, wherein the segmentation tag elements comprise XML tags for managing the content's degree of technical complexity.

44. The method of claim 42, wherein the segmentation tag elements comprise metatags.

45. The method of claim 39, further comprising receiving textual input from a user, the textual input received in a field of an entry form screen, wherein at least one of the plurality of rhetorical elements is based upon the textual input.

46. A rhetorical content model comprising:  
a first computer retrievable grammatical syntax element associated with a rhetorical structure; and  
a second computer retrievable grammatical syntax element associated with the rhetorical structure, the rhetorical structure to facilitate selective assembly of the first computer retrievable grammatical syntax element and the second computer retrievable grammatical syntax element into at least one sentence or paragraph.
47. The rhetorical content model of claim 46, further comprising a third computer retrievable grammatical syntax element.
48. The rhetorical content model of claim 47, wherein the first computer retrievable grammatical syntax element is a product name, the second computer retrievable grammatical syntax element is a product class, and the third computer retrievable grammatical syntax element is a product differentiator.
49. The rhetorical content model of claim 47, wherein each of the computer retrievable grammatical syntax elements is stored in a database as a separate database entry.
50. The rhetorical content model of claim 46, wherein the rhetorical structure has a classical definition construction.